



## **Leading the Medicine Seller-Customer Interaction**

A Discussion with Lauren Rosapep

### **Video Transcript**

So I think one thing to know about a typical medical shop transaction is that it often takes the form of a dance. And so what I mean by that is, like in a dance, there is always a leader. And that leader of the dance tends to be able to have a lot of influence over what shape the dance takes, what moves are used, and ultimately what it looks like at the end.

In the study, we found that it's typical for customers to come into a medicine shop and engage with the medicine seller in control of the interaction. But what we also found is that medicine sellers who can figure out a way to sort of take control over the interaction are much better positioned to be able to apply their training and ultimately influence appropriate treatment of—in our case—childhood diarrhea.